PATENT APPLICATION FEE DETERMINATION RECORD  Effective December 8, 2004  09/474, 974												
CLAIMS AS FILED - PART I (Column 1) (Column 2)							SMALI TYPE	L EI	NTITY	OR		R THAN ENTITY
TOTAL CLAIMS								RATE F		7	RATE	FEE
FOR			NUMBER	I FILED	NUME	BER EXTRA	BASIC	BASIC FEE 150.00		OR	BASIC FEE	300.00
TO	OTAL CHARGE	ABLE CLAIMS	21 mi	nus 20=	*		X\$ 2:	X\$ 25=		OR	X\$50=	
INI	DEPENDENT C	LAIMS	2 m	ninus 3 =	*		X100	X100=		OR	X200=	
М	JLTIPLE DEPE	NDENT CLAIM P	RESENT						<u> </u>	1	+360=	
* 11	the difference	in column 1 is	less than zero, enter "0" in column 2			+180= TOTAL		OR OR	TOTAL			
. ,	CLAIMS AS AMENDED - PART II						,	'		10.,	OTHER	THAN
1		(Column 1)		(Colun	nn 2)	(Column 3)	SMA	LL E	ENTITY	OR	SMALL	
ENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHI NUME PREVIO PAID F	BER DUSLY	PRESENT EXTRA	RATI	=	ADDI- TIONAL FEE		RATE	ADDI- TIONAL FEE
AMENDMENT	Total	· 24	Minus	* 2	1	= 3	X\$ 25	i=		OR	X\$50=	150.80
AME	Independent	<u> </u>	Minus	*** 2	)	=	X100	=		OR	X200=	
<u> </u>	FIRST PRESE	ENTATION OF MI	JUIPLE DE	PENDENT	CLAIM		+180	_		OR	+360=	
							TOT ADDIT, F				TOTAL ADDIT. FEE	
	·	(Column 1)		(Colum		(Column 3)	AUDIT. F	C.C. 1.			AUUII. FEE	
MENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHE NUME PREVIO PAID F	BER JUSLY	PRESENT EXTRA	RATE		ADDI- TIONAL FEE		RATE	ADDI- TIONAL FEE
NDN	Total	*	Minus	**		=	X\$ 25	=		OR	X\$50=	
AME	Independent	*	Minus	***	<u> </u>	=	X100:	=		OR	X200=	
<u> </u>	FIRST PRESE	NTATION OF MU	JUIPLE DEF	PENDENT	CLAIM		+180=			OR	+360=	
							TOT	AL			TOTAL	
		(Column 1)		(Colum	nn (1)	(Column 2)	ADDIT. FI	EE L		ĮOI ,	ADDIT. FEE	
AMENDMENT C		CLAIMS REMAINING AFTER AMENDMENT		(Colum HIGHE NUMB PREVIO PAID F	EST BER USLY	(Column 3) PRESENT EXTRA	RATE		ADDI- TIONAL FEE		RATE	ADDI- TIONAL FEE
NDM	Total	*	Minus	**		=	X\$ 25	_		OR	X\$50=	
4ME	Independent	*	Minus	***		=	X100=	_			X200=	
	FIRST PRESE	NTATION OF MU	JLTIPLE DEF	PENDENT	CLAIM	<u> </u>		+		OR	· · · · ·	<u> </u>
				,		•	+180=		İ	OR	+360=	

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For:

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al.

Art Unit: 3623

Serial No.: 09/474,974

Examiner: Beth Van Doren

Filed: December 29, 1999

METHODS AND SYSTEMS

FOR TARGETING MARKETS

AMENDMENT AFTER FINAL

MAILSTOP: AF

Hon. Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Applicants respectfully request consideration and entry of the following amendment

15/22/2005 Submitted investposses to the Office Action dated February 15, 2005 and made final.

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)1 FC:1251

120.00 DA

impermissible to pick and choose from any one reference only so much of it as will support a given position, to the exclusion of other parts necessary to the full appreciation of what such reference fairly suggests to one of ordinary skill in the art. The present Section 103 rejection is based on a combination of teachings selected from multiple patents in an attempt to arrive at the claimed invention. Since there is no teaching nor suggestion in the cited art for the claimed combination, the Section 103 rejection appears to be based on a hindsight reconstruction in which isolated disclosures have been picked and chosen in an attempt to deprecate the present invention. Of course, such a combination is impermissible, and for this reason alone, Applicants respectfully request that the Section 103 rejection be withdrawn.

For at least the reasons set forth above, Applicants respectfully request that the 35 U.S.C. § 103(a) rejection of Claims 1-4, 6-11, 13-16, and 18-27 be withdrawn.

In view of the foregoing amendments and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully Submitted,

Daniel M. Fitzgerald

Registration No. 38,880

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St. Louis, Missouri 63102-2740

(314) 621-5070

Approved to use through 9/30/00, OMB 06514

Patent and Trademark Office: U.S. DEPARTMENT OF COMME!

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FEE TRANSI	MITAL	Application Number				
Patent fees are subject to annual r	evision on October 1.	Filing Date	Belwinder S. Semile and Ourner Nabe			
These are the fees effective ( Small entity payments <u>must</u> be supported by a large entity fees must be paid. See	small entity statement, otherwise	First Named Inventor				
See 37 C.F.R. §§ 1.27		Group Art Unit				
	<u> </u>	Examiner Name				
TOTAL AMOUNT OF PAYMENT	(\$ 708.00	Attorney Docket Number	17207-00004			

METHOD OF PAYMENT (check one)		FEE CALCULATION (continued)						
The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:  Deposit			-		Fee Description	Fee Paid		
Account 01-2384		• • •			•			
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El Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17  Charge the Issue Fee Set in 37 CFR 1.16 at the Mailing of the Notice of Allowance	147 112 113	2,520 920° 1,840°	112	820.	For filing a request for reexamination Requesting publication of SIR prior to Examiner action Requesting publication of SIR after			
2. Payment Enclosed:	115 116	•	215 216	55	Examiner action Extension for reply within Extension for reply within	first month		
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1. FILING FEE	118	1,510	218	755	Extension for reply within month	fourth		
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101 790 201 395 Utility filling fee 690 106 330 206 165 Design filling fee 1 107 540 207 270 Plant filling fee	121 138	270 1,510	221 138	135 1,510	Request for oral hearing Petition to institute a publi proceeding			
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SUBTOTAL (1) (\$) 690	143	450 670	243 244	225	Utility issue fee (or reissu Design issue fee Plant issue fee	"		
2. CLAIMS	122	130	122		Petitions to the Commiss	ioner		
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Total Claims 21 - 20 = 1 x 18 = 18 Independent Claims 2 - 3 = 0 x 0 = 0	126 581	240 40	126 581		Submission of Information Recording each patent assignment			
Multiple Dependent Clarms x - Large Entity X	146	790	246		per property (times number of properties) Fiting a submission after final			
Fee Fee Fee Code (\$) Fee Description	149	790	249	395	rejection (37 CFR 1.129(; For each additional inven	tion to be		
103         22         201         11         Ctaims in excess of 20           102         82         202         41         Independent ctaims in excess of 3           104         270         204         135         Multiple dependent ctaim           109         82         209         41         Reissue independent ctaims over original patent           110         22         210         11         Reissue claims in excess of 20 and over original patent	1	examined (37 CFR 1.129(b))  Other fee (specify)  Other fee (specify)						
SUBTOTAL (2) (3) 18 *Réduced by Basic Filing Pee Paid SUBTOTAL (3) (5) 0								
SUBMITTED BY					Complete	e (if applicable)		
Typed or John S. Beutick Printed Name					Reg. Number	33,338		
Signature ALTTY (	Date	ples	191	)	Deposit Account User ID			

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